

# Yunfei (Jesse) Yao

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## CURRENT POSITION

**The Chinese University of Hong Kong**, Assistant Professor of Business Administration, July 2023 - present

## EDUCATION

**University of California, Berkeley**, Ph.D. Business Administration, 2023

**Stanford University**, Exchange student in Economics, 2019

**University of Michigan**, B.S. Mathematics, B.S. Statistics, 2017

**Peking University**, Major in Mathematics, 2012 - 2015

## RESEARCH INTERESTS

Strategic considerations of AI/ML, privacy, search, information economics

## PUBLICATIONS (P: Ph.D. or pre-doc student, a: assistant professor, at the time of project initiation)

6. **Algorithmic Targeting and the Precision-Recall Trade-off**     *Marketing Science*, forthcoming.  
*Ganesh Iyer, Yunfei (Jesse) Yao, and Zemin (Zachary) Zhong<sup>a</sup>*
5. **Privacy and Polarization: An Inference-Based Framework**     *Management Science*, forthcoming.  
*Tomaso Bondi<sup>a</sup>, Omid Rafieian<sup>a</sup>, and Yunfei (Jesse) Yao*  
Extended Abstract at EC'24 (25th ACM Conference on Economics and Computation)
4. **Reputation for Privacy**     *Marketing Science*, 2025, 44(5), 1145-1162.  
*Yunfei (Jesse) Yao*
3. **Search Fatigue, Choice Deferral, and Closure**     *Marketing Science*, 2025, 44(5), 1188-1211.  
*Z. Eddie Ning<sup>a</sup>, J. Miguel Villas-Boas, and Yunfei (Jesse) Yao*
2. **Dynamic Persuasion and Strategic Search**     *Management Science*, 2024, 70(10), 6778-6803.  
*Yunfei (Jesse) Yao*
1. **A Dynamic Model of Optimal Retargeting**     *Marketing Science*, 2021, 40(3), 428-458.  
*J. Miguel Villas-Boas, and Yunfei (Jesse) Yao*

## WORKING PAPERS (P: Ph.D. or pre-doc student, a: assistant professor, at the time of project initiation)

- **Non-stationary Pricing and Search**  
(with Wee Chaimanowong<sup>P</sup>)
- **Strategic Disinformation Generation and Detection**     Minor revision at *Management Science*  
(with Wenxiao Yang<sup>P</sup> and Pengxiang Zhou<sup>P</sup>)  
*Asia-Pacific Marketing Academy Conference 2025 Best Paper Award*
- **Invitation to Search or Purchase? Optimal Multi-attribute Advertising**     Major revision at *Management Science*
- **A Consumer Search Explanation for Hidden Fees**  
(with Samir Mamadehussene<sup>a</sup> and Jingbo Wang<sup>a</sup>)

## TEACHING

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- Instructor, Digital Marketing (MS), 2023 - present  
*Teaching Evaluation: 2023: 5.9/6, 5.8/6 (adjusted mean/total)*  
2024: 5.9/6, 5.9/6, 5.9/6  
2025: 6.0/6, 5.9/6, 5.9/6
- Graduate Student Instructor, Game Theory (MBA), 2023
- Graduate Student Instructor, Marketing Strategy (MBA), 2022
- Graduate Student Instructor, Microeconomic Theory I, II (PhD), 2020
- Graduate Student Instructor, Marketing (UG), 2019

## INDUSTRY EXPERIENCE

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SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

## HONORS AND AWARDS

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- Journal of Industrial Economics Fellow, 2022
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020

## SELECTED TALKS

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2025 China India Insights Conference 2025  
SICS – 23rd Summer Institute in Competitive Strategy  
14th Workshop on Search and Switching Costs (discussant)  
3rd Asia-Pacific Marketing Academy Conference  
NYU Shanghai Research Workshop  
Hong Kong Quant Marketing Brown Bag Series  
19th Annual Bass FORMS Conference (discussant)  
Berkeley Economics Theory Lunch

SICS – 22nd Summer Institute in Competitive Strategy 2024

46th INFORMS Marketing Science Conference  
Hong Kong Quant Marketing Mini Conference  
Hong Kong Quant Marketing Brown Bag Series  
18th Annual Bass FORMS Conference  
CUHK and CUHK-SZ Joint Marketing Workshop

ISMS Marketing Science Conference 2023

Bay Area Marketing Symposium  
Berkeley Economics Theory Lunch  
17th Annual Bass FORMS Conference (discussant)

Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference 2022

(one of four *JIE* fellows)  
Peking University  
Nova School of Business and Economics  
University of Melbourne  
University of Texas at Dallas  
University of Rochester  
Hong Kong University of Science and Technology  
The Chinese University of Hong Kong  
University of Illinois Urbana-Champaign

University of California, Berkeley  
Berkeley Economics Theory Lunch \*2

## SERVICE

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### To the field:

Editorial Review Board Member:

*Marketing Science*

Reviewer:

*Management Science (Business Strategy Department, Marketing Department),*

- 2025 *Management Science* Meritorious Service Award

*Marketing Science,*

*Journal of Marketing Research,*

*Production and Operations Management,*

*Quantitative Marketing and Economics,*

*Review of Industrial Organization,*

*HICSS*

### To the university:

Sessions with Visiting Committee, 2025

JUPAS IBBA (undergraduate) program interviewing panelist, 2024, 2025

Academic Advisor for IBBA Students, 2023 – present

### To the department:

Executive Committee, 2025 – present

Seminar coordinator, 2024 – present

Doctoral program interviews, 2023

Faculty recruiting interviews, 2023

## ADVISING

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- Wee Chaimanowong, Ph.D. co-author
- Wenxiao Yang, Ph.D. co-author
- Pengxiang Zhou, pre-doc co-author and letter writer, placed at the University of Southern California (Ph.D.)
- Teng Yu, Independent Research supervisor